

Case Study:

HOLLOWAY BOND

About

When Holloway Bond first came to us, their website was a DIY build that no longer reflected the credibility or polish of their brand. As Director Tom explained, "Our website was homemade, and we felt like it just needed a complete rework to properly present our company and brand." The team also recognised that social media was eating into valuable time. "We wanted to outsource our social media marketing as it was becoming a major time sink," Tom said. "It made sense to focus on what we're best at and let experts deal with what they're good at!"

The Experience

Tom describes the process of working with KopyKat as straightforward and collaborative. "A lot of time is taken to understand how we want the company to be perceived and our brand goals. It feels like we are very aligned in the direction of the website and social media." Building the website was particularly smooth thanks to the open, transparent communication. "We felt we could be honest about what we liked and didn't like, which just made any refinements or tweaks really easy."



The Result

The transformation has had a measurable impact. Holloway Bond have seen increased enquiries "feel more confident approaching larger clients who are expecting a polished brand." One of the standout wins was when their new blog feature led to major visibility. "The blog feature has allowed us to quickly create insight posts and case studies. One of the insight posts was picked up by The Guardian and led to a full published article/feature on the subject."

"THE WORK KOPYKAT DO IS FANTASTIC AND ALSO THEY ARE REALLY NICE TO WORK WITH. KATE AND EDEN ARE BOTH EXTREMELY FRIENDLY, SMART AND HELPFUL"

TOM, DIRECTOR